

Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda

**Thursday, February 13, 2014
9:30 AM to 4:00 PM**

Holiday Inn
Capitol Plaza, Sacramento
River City View Conference Room
300 J Street
Sacramento, CA 95814
(916) 446-0100

University of Southern California
2001 N. Soto Street
3rd Floor, Conference Room 303
Los Angeles, CA 90032

9:30	Welcome and Introductions	Michael Ong, Chair
9:40	Agenda Review	Lynn Baskett
9:45	Review of Principles <u>Expected Outcome:</u> Approve recommended update for Master Plan	Pat Etem, Alan Henderson
9:55	Objective #1 Raise the Tobacco Tax <u>Expected Outcome:</u> Approve strategies for Objective Provide additional input on narrative for Objective.	Michael Ong, Dorothy Rice
10:20	Objective #2 Vigorously protect and enhance the Tobacco Control Framework <u>Expected Outcome:</u> Approve strategies for Objective Provide additional input on narrative for Objective.	Alan Henderson, Pat Etem
11:20	Break	
11:35	Objective #3 Achieve Equity in all Aspects of Tobacco Control Among California's Diverse Populations <u>Expected Outcome:</u> Approve strategies for Objective Provide additional input on narrative for Objective.	Myron Quon, Denise Adams-Simms
11:55	Lunch	

12:55	Objective #4 Minimize the Impact of Tobacco Use on People <u>Expected Outcome:</u> Approve strategies for Objective Provide additional input on narrative for Objective.	Lourdes Baezconde-Garbanati, Wendel Brunner
1:20	Objective #5 Prevent Initiation of Tobacco Use <u>Expected Outcome:</u> Approve strategies for Objective Provide additional input on narrative for Objective.	Vicki Bauman, Lourdes Baezconde-Garbanati
1:45	Objective #6 Increase the Number of Californians Who Quit Using Tobacco <u>Expected Outcome:</u> Approve strategies for Objective Provide additional input on narrative for Objective	Shu-Hong Zhu, Michael Ong
2:05	Objective #7 Minimize Tobacco Industry Influence and Activities <u>Expected Outcome:</u> Approve strategies for Objective Provide additional input on narrative for Objective	Pam Ling, Larry Green
2:30	Break	
2:45	Themes, Online format options	CTCP staff
3:30	Master Plan and Changing Landscape outlines	Lynn Baskett
3:45	Next Steps	Lynn Baskett
3:55	Public Comment	Michael Ong, Chair
4:00	Adjourn	Michael Ong, Chair

Scheduled TEROC meetings are announced on the TEROC Web page at
<http://www.cdph.ca.gov/programs/tobacco/Pages/TEROCMeetingInformation.aspx>
For information about this meeting, contact
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